

Rep Order#	Ver#	Status	Traffic Order#	Printed:	1 of 2
6847487	1	New		08/30/2012 9:03 PM	

Last Received: 08/29/2012 9:15 AM

Showing Buylines: All Lines

Station WBTV-TV NORFOLK, VA.
Advertiser () N.R.C.C. IE
Product N.R.C.C. IE
Estimate# 2962
Buyer Tracey Robinson
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm () PHILADELPHIA
& PLACEMENT, 815 SLATER LANE Sales Office ()
ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Agency C/P1/P2/E 155/426/2962 Salesperson Phone# 215-567-6005
Flight Dates 10/19/2012 - 10/25/2012 Salesperson FAX# 215-567-5938
Hiatus Weeks

--- CONTRACT COMMENT ---

CLIENT: NATIONAL REPUBLICAN CONGRESSIONAL COMMITTEE SC=*

---REMARKS---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$10,700
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	---	-----	-----	-----	---	---	-----	-----
	1	W	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
Rating: 8.5												
	2	TH	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
Rating: 8.5												
	3	SA	730P-1030P	FOX CLG FTBL	:30	\$600.00	10/20-10/20	1	1	1	\$600.00	
Rating: 4.2												
	4	SU	730P-8P	THE OT	:30	\$2,500.00	10/21-10/21	1	1	1	\$2,500.00	
Rating: 11.0												
	5	F	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/19-10/19	1	1	1	\$700.00	
Rating: 4.2												
	6	M	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
Rating: 4.2												
	7	TU	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/23-10/23	1	1	1	\$700.00	
Rating: 4.2												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	---	-----	-----	-----	---	---	-----	-----
	1	W	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
Rating: 8.5												
	2	TH	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
Rating: 8.5												
	3	SA	730P-1030P	FOX CLG FTBL	:30	\$600.00	10/20-10/20	1	1	1	\$600.00	
Rating: 4.2												
	4	SU	730P-8P	THE OT	:30	\$2,500.00	10/21-10/21	1	1	1	\$2,500.00	
Rating: 11.0												
	5	F	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/19-10/19	1	1	1	\$700.00	
Rating: 4.2												
	6	M	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
Rating: 4.2												
	7	TU	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/23-10/23	1	1	1	\$700.00	
Rating: 4.2												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	---	-----	-----	-----	---	---	-----	-----
	1	W	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
Rating: 8.5												
	2	TH	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
Rating: 8.5												
	3	SA	730P-1030P	FOX CLG FTBL	:30	\$600.00	10/20-10/20	1	1	1	\$600.00	
Rating: 4.2												
	4	SU	730P-8P	THE OT	:30	\$2,500.00	10/21-10/21	1	1	1	\$2,500.00	
Rating: 11.0												
	5	F	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/19-10/19	1	1	1	\$700.00	
Rating: 4.2												
	6	M	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
Rating: 4.2												
	7	TU	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/23-10/23	1	1	1	\$700.00	
Rating: 4.2												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	---	-----	-----	-----	---	---	-----	-----
	1	W	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
Rating: 8.5												
	2	TH	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
Rating: 8.5												
	3	SA	730P-1030P	FOX CLG FTBL	:30	\$600.00	10/20-10/20	1	1	1	\$600.00	
Rating: 4.2												
	4	SU	730P-8P	THE OT	:30	\$2,500.00	10/21-10/21	1	1	1	\$2,500.00	
Rating: 11.0												
	5	F	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/19-10/19	1	1	1	\$700.00	
Rating: 4.2												
	6	M	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
Rating: 4.2												
	7	TU	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/23-10/23	1	1	1	\$700.00	
Rating: 4.2												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	---	-----	-----	-----	---	---	-----	-----
	1	W	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
Rating: 8.5												
	2	TH	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
Rating: 8.5												
	3	SA	730P-1030P	FOX CLG FTBL	:30	\$600.00	10/20-10/20	1	1	1	\$600.00	
Rating: 4.2												
	4	SU	730P-8P	THE OT	:30	\$2,500.00	10/21-10/21	1	1	1	\$2,500.00	
Rating: 11.0												
	5	F	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/19-10/19	1	1	1	\$700.00	
Rating: 4.2												
	6	M	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
Rating: 4.2												
	7	TU	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/23-10/23	1	1	1	\$700.00	
Rating: 4.2												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	---	-----	-----	-----	---	---	-----	-----
	1	W	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
Rating: 8.5												
	2	TH	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
Rating: 8.5												
	3	SA	730P-1030P	FOX CLG FTBL	:30	\$600.00	10/20-10/20	1	1	1	\$600.00	
Rating: 4.2												
	4	SU	730P-8P	THE OT	:30	\$2,500.00	10/21-10/21	1	1	1	\$2,500.00	
Rating: 11.0												
	5	F	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/19-10/19	1	1	1	\$700.00	
Rating: 4.2												
	6	M	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
Rating: 4.2												
	7	TU	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/23-10/23	1	1	1	\$700.00	
Rating: 4.2												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	---	-----	-----	-----	---	---	-----	-----
	1	W	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
Rating: 8.5												
	2	TH	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
Rating: 8.5												
	3	SA	730P-1030P	FOX CLG FTBL	:30	\$600.00	10/20-10/20	1	1	1	\$600.00	
Rating: 4.2												
	4	SU	730P-8P	THE OT	:30	\$2,500.00	10/21-10/21	1	1	1	\$2,500.00	
Rating: 11.0												
	5	F	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/19-10/19	1	1	1	\$700.00	
Rating: 4.2												
	6	M	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
Rating: 4.2												
	7	TU	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/23-10/23	1	1	1	\$700.00	
Rating: 4.2												

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	---	-----	-----	-----	---	---	-----	-----
	1	W	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
Rating: 8.5												
	2	TH	8P-11P	MLB: WORLD SERIES	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
Rating: 8.5												
	3	SA	730P-1030P	FOX CLG FTBL	:30	\$600.00	10/20-10/20	1	1	1	\$600.00	
Rating: 4.2												
	4	SU	730P-8P	THE OT	:30	\$2,500.00	10/21-10/21	1	1	1	\$2,500.00	
Rating: 11.0												
	5	F	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/19-10/19	1	1	1	\$700.00	
Rating: 4.2												
	6	M	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
Rating: 4.2												
	7	TU	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/23-10/23	1	1	1	\$700.00	
Rating: 4.2												

Last Received: 08/29/2012 9:15 AM
Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA. Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
Advertiser () N.R.C.C. IE & PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
Product N.R.C.C. IE ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 2962 Agency C/P1/P2/E 155/426/2962 Salesperson Phone# 215-567-6005
Buyer Tracey Robinson Flight Dates 10/19/2012 - 10/25/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	8	SA	10P-1045P	WVBT FOX NEWS	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
Rating: 5.0												
	9	SU	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/21-10/21	1	1	1	\$700.00	
Rating: 4.0												
	10	SU	1045P-11P	SPORTSWRAPWKND	:30	\$300.00	10/21-10/21	1	1	1	\$300.00	
Rating: 2.0												

---REPORT TOTALS---
Report Totals: 10 / \$10,700.00

---SALES MONTHLY TOTALS---

Oct 12: 10 / \$10,700.00
Sales Totals: 10 / \$10,700.00
Station Totals: 10 / \$10,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$71,333
CATV 0% WAVY 48% WGNT 3% WPXV 0% WTKR 11%
WTVZ 4% WVBT 15% WVEC 19%

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA3564

--- CREDIT RISK ---
CASH IN ADVANCE